WEIL STRATEGIC MARKETING
Consulting & Fractional Leadership

CONSULTING CAPABILITIES

Clear strategy. Meaningful momentum.

SENIOR MARKETING LEADERSHIP. HANDS-ON EXECUTION.

We help organizations clarify marketing priorities, strengthen their brands and turn business goals into a focused plan. Led by Russell Weil, WSM brings experienced strategy and client leadership, with the flexibility to advise your team or lead the work from planning through execution.

HOW WE CAN HELP

01 Strategy & marketing leadership

Marketing audits, competitive reviews, buyer personas, audience targeting, campaign roadmaps, budgets, performance measures and fractional leadership.

02 Brand positioning & messaging

Value propositions, brand voice, differentiation, messaging guides, brand architecture and creative direction for consistent communication.

03 Content & communications

Website copy, thought leadership, articles, newsletters, email campaigns, presentations, executive messaging and PR planning.

04 Social media & paid promotion

Account setup and connections, content calendars, publishing, engagement, Meta advertising, campaign optimization and analytics reporting.

05 Video & visual storytelling

Short video concepts, talking points, iPhone filming, editing, captions and YouTube publishing. Coordination of professional photography and production.

06 Website & digital marketing

Website audits, content updates, conversion paths and analytics. Website project leadership and coordination of development, SEO and Google Ads specialists.

07 Sales support & events

Sales presentations, collateral, onboarding materials, educational content, webinars, trade show support, event planning and lead follow-up programs.

08 AI strategy & workflow advisory

Identify useful AI applications, assess workflows, guide adoption and develop workshops that support marketing teams while preserving human judgment and brand standards.

WAYS TO WORK TOGETHER

Project consulting

A defined initiative with clear deliverables.

Monthly retainers

Ongoing marketing management and support.

Fractional leadership

Senior guidance for priorities, teams and resources.

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